



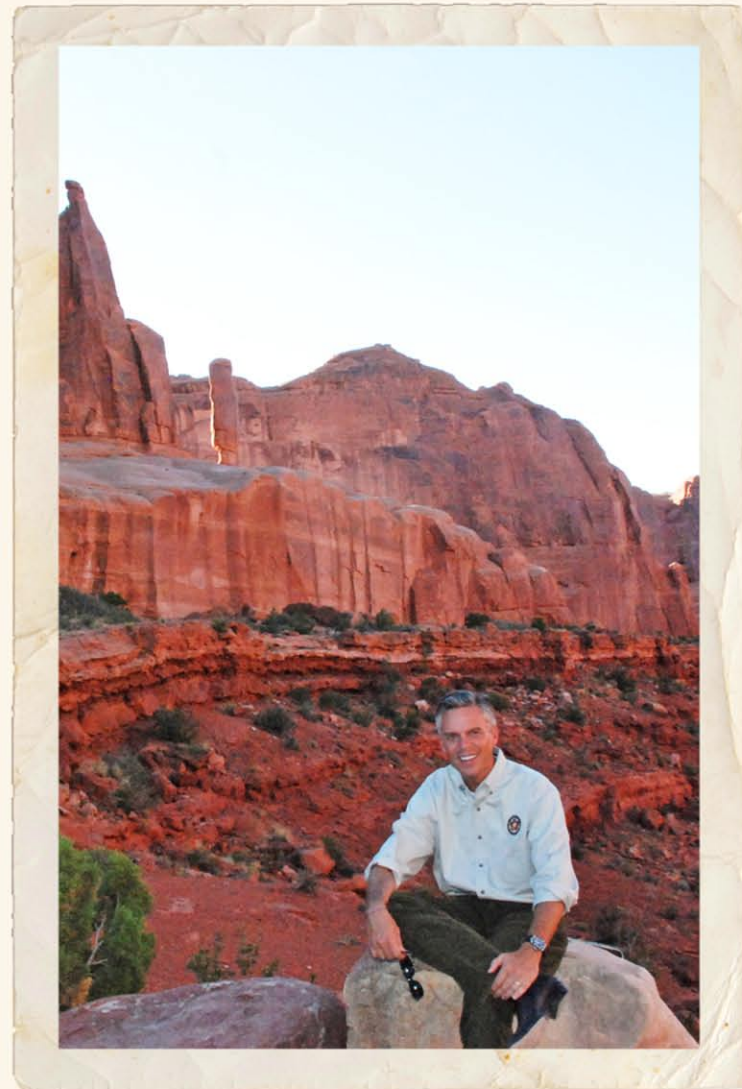
# Utah Office of Tourism - Annual Report

May 14, 2008



"The Utah Office of Tourism recently embarked on a new campaign to rebrand the state in order to capture the Utah experience. This is the most aggressive campaign the State of Utah has ever launched to invite tourists to our state... Utah is a unique year-round destination. Nestled in the heart of America's Mountain West, Utah's alpine terrain and Red Rock Country provide a greater range of attractions for you than anywhere else on earth. Utah is home to five national parks, 42 state parks, scenic byways, 13 superior ski resorts, and The Greatest Snow on Earth®. Utah truly is "Life Elevated," and we invite you to learn for yourself."

- Jon Huntsman  
Governor



## Utah Office of Tourism

Leigh von der Esch  
Managing Director

Tracie Cayford  
Deputy Director  
Communications,  
Operations and Fulfillment

David Williams  
Deputy Director  
Marketing and Research

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James Buchanan  
Lorraine Daly  
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Rebecca Katz  
Clayton Scrivner  
Matt Morgan  
Diane Wilson  
Florence Johnson  
Gerry Pond  
Ben Dodds  
David Hansford  
Stan Nance  
Gael Hill  
Alana Robison

Jason Perry  
Executive Director  
Governor's Office of  
Economic Development

Utah Board of Tourism  
Development

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Colin Fryer, Vice-Chairman  
Bob Bonar  
Steve Burr  
Peter Corroon  
Hans Fuegi  
Pam Hilton  
Georgianna Knudson  
Frank Jones  
Steve Lindburg  
Bill Malone  
Jeff Robbins



## Managing Director's Message

In 2005, the Tourism Marketing Performance Fund was created under the leadership of Governor Jon Huntsman, the support of the Utah Legislature, and the diligent work of tourism industry partners throughout the state. Beginning with the creation and launch of the brand, "Utah Life Elevated," the last three years have seen the creation of successive and successful summer and winter ad campaigns, a broad reaching cooperative marketing program, increased travel trade development in key markets around the world, award-winning collateral materials, increased media coverage and greater communication and cooperation with our partners around the state.

Promoting the State of Utah effectively requires continued and diligent communication, cooperation and collaboration. The efforts of the staff of Utah Office of Tourism, along with the efforts and the guidance of the Board of Tourism Development are outlined in the following pages of this annual report. We believe our mission is clear and our objectives are outlined. Key activities that were undertaken are outlined and accomplishments noted. Finally, future projects, which we hope to build working with our tourism industry partners, are listed. We look forward to our continuing partnership with you in the public and private sectors of the tourism industry.

Sincerely,

Leigh von der Esch

**UTAH**  
LIFE ELEVATED



*UOT/UFC Staff*

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## Mission Statement

To brand and promote Utah's great experiences and destinations for visitors and citizens in an inspiring way to support and enhance economic vitality and quality of life in our state.

### Major Objectives

1. To provide exceptional service to all our partners, constituencies and customers
2. To brand the state of Utah in a way that increases visitation and revenue throughout the entire year
3. To secure and manage adequate on-going funding for the organization as it supports the tourism economy of the state
4. To promote and maintain excellent communication, coordination and "win-win" relationships with and between our tourism partners and other governmental agencies
5. To create and maintain a strong infrastructure which includes a first-class staff, facility and state-of-the-art technology

### Guiding Values

**ENTHUSIASTIC PROMOTION:** We enthusiastically promote the Governor's vision for the entire State of Utah.

**INTEGRITY:** We judiciously and effectively manage all of our resources.

**TRANSPARENCY:** Our policies, procedures and activities are open and available to our tourism partners as well as the general public.

**PARTNERSHIP:** We strive to maintain excellent relationships with our partners, work successfully to achieve all of our missions, and treat every organization with the same importance, urgency and responsiveness.

**CUSTOMER SERVICE:** We listen to our customers, treat them with respect and deliver exceptional service.

**QUALITY OF LIFE:** We value and enhance quality of life for all citizens and guests while honoring the balance between promotion and preservation.

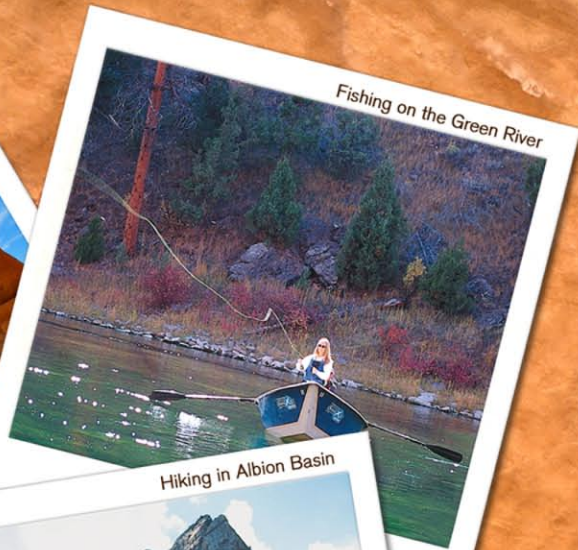
**PROFESSIONAL DEVELOPMENT:** We encourage our team members to experience the products, services and attractions we promote, both internally and externally.

**ENTREPRENEURIAL CULTURE:** We create an entrepreneurial culture that facilitates rather than obstructs the accomplishment of important initiatives.

**PRIDE:** We take pride in our roles and responsibilities, work hard, produce high results, and enjoy our service to the State.



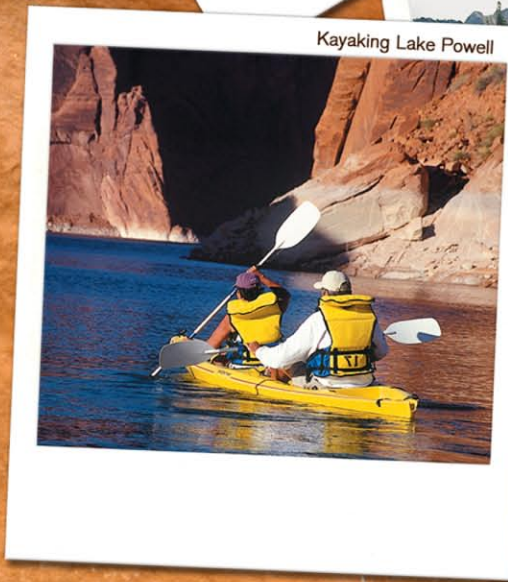
Delicate Arch



Fishing on the Green River



Hiking in Albion Basin



Kayaking Lake Powell



Wakeboarding Bear Lake



## Vision for the Future

**Year-Round Destination:** Utah will be a year-round destination of choice for multiple attractions including recreation, the arts, festivals, culture, history, technology, business, conventions, and "Quality of Life" for domestic as well as international travelers.

**Top 10%:** We will be in the top 10% of National Destination Marketing Organizations relative to visitor and revenue increases each year.

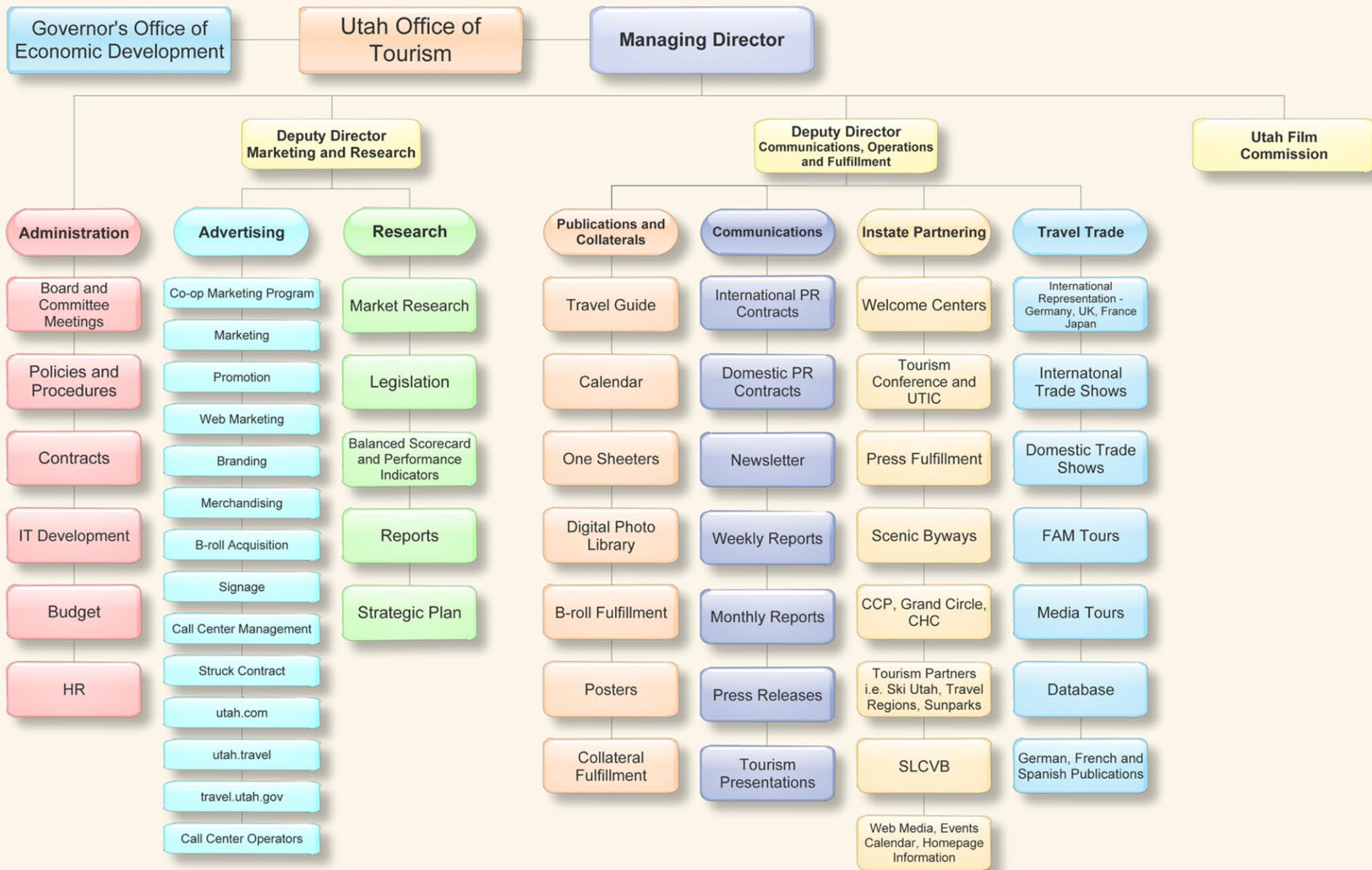
**Permanent Funding:** We will have stable, permanent funding for our organization.

**Powerful Infrastructure:** We will maintain an effective and efficient infrastructure with a first-class facility, state-of-the-art technology, and adequate staff and resources.

**Premier Flagship:** Our partners and stakeholders will view us as the premier, flagship organization for orchestrating and coordinating efforts to promote the State of Utah.

**State-of-the-art Branding:** We will establish Utah as a "First Rate, Top Tier Destination" through consistent and effective statewide branding. Further, we will create or have a media/public promotions program that will push paid advertising and generate unpaid media.

**Phenomenal Service:** We will be known by our customers for our phenomenal service - fast, friendly, responsive, professional, and comprehensive.





## Ad Effectiveness - Total Economic Impact

### Summer 2007 Campaign

Marketing Campaign	=	\$3.9 million
Economic Impact	=	\$851 million
Taxes Generated	=	\$67.7 million
Incremental Trips	=	\$1.0 million
Return on Investment	=	\$17.14

### Winter 2007- 2008 Campaign

Marketing Campaign	=	\$2.3 million
Economic Impact	=	\$391.7 million
Taxes Generated	=	\$29.7 million
Incremental Trips	=	323,745
Return on Investment	=	\$13.65

Source: Strategic Marketing Research, Inc.

## Advertising

Dave Williams – dmwilliams@utah.gov

### Key Activities:

Creating and implementing summer and winter integrated marketing campaigns including TV ads in the national cable market and on local stations in targeted cities around the country, magazine ads, and interactive advertising. Promoting Delta's direct flight from Paris to Salt Lake City. Analyzing variety of advertising and "special projects" proposed to UOT. Ongoing improvement of UOT utah.travel website.

### Significant Accomplishments:

2007 summer ad campaign generated an estimated 1,061,350 incremental trips, \$851 million in traveler spending, \$67.7 million in state and local tax revenue, for an ROI of \$17.14 for every dollar spent on the ad campaign. Acquisition, distribution, and sharing of b-roll footage of many key locations and events around the state. New and improved utah.travel website and formalization of new relationship with Utah.com.

### Upcoming Projects:

Create marketing plan for winter and summer ad campaigns. Create new winter and summer TV, print, and interactive ads. Develop new Interactive Experience Planner for utah.travel website and continually improve the site. Continue to promote Delta's direct flight from Paris to Salt Lake City. Acquire additional b-roll footage from key locations and events around the state. Implement Ruf Navigator marketing and database system.

# Tourism Marketing Performance Fund

	FY 2007-2008	FY 2008-2009
	Total Appropriation: \$11 million	Total Appropriation: \$11.7 million

Co-op Marketing Program	\$2,200,000	\$2,337,600
Sports Commission	\$1,100,000	\$1,168,800
Total Advertising Budget	\$7,100,000	\$7,281,600
Non-Winter	\$4,260,000	\$4,368,960
Winter	\$2,130,000	\$2,184,480
Special Opportunities	\$710,000	\$728,160
Delta		\$300,000

## 2007 - 2008 Advertising Campaigns



## Cooperative Marketing Program

Kelly Day – kday@utah.gov

### FY 2007-08

Received 48 applications requesting  
\$2.5 million

UOT Board funded 43 applications  
for \$2.25 million

Additional \$159,000 for Madden  
newspaper insert Co-op

### FY 2008-09

Total Budget \$2.3 million

More applicants, more brand aware-  
ness

More results for rural Utah

### Sevier County Tourism and Events, Richfield –


"Many of our lodging managers and owners reported record earnings... The TRT to date is up and we are hoping for final growth of between 7 and 8 percent. Thank you so much for your help in allowing us to complete these projects."

### Envision Escalante, Garfield County –

"It has been a pleasure to work with the Utah Office of Tourism, it has been exciting to be able to do more extensive marketing for our fledgling art festival."

### Eccles Center for the Performing Arts, Park City –

"It has been a fascinating year for us, watching our out of state patronage grow... while watching the UOT marketing programs craft the new ideal of Utah as a cultural and event destination."




**NEED VISITOR INFORMATION?**  
Stop by the Davis Area Visitor Center for brochures and information on other area attractions: Lagoon Amusement Park, Cherry Hill Waterpark, Hill Aerospace Museum, golf courses, and more. Visit our website for more information on the area along with seasonal hotel and attraction packages.  
[www.davisareacvb.com](http://www.davisareacvb.com)

**BIRD WATCHING AND WILDLIFE**  
Nearly 80 percent of Utah's wetlands surround the Great Salt Lake. The lake is habitat for over 250 species of birds and a critical link in the Pacific Flyway between North and South America. Four to six million birds feed and nest on the Great Salt Lake each year. The lake's wetlands host the world's largest nesting population of California gulls and white-faced ibis, plus a large concentration of American avocets, black-neck stilts, and newborn pelicans.

Visitors can enjoy the opportunity to view mule deer, big horn sheep, pronghorn antelope, and over 500 bison who call the island home.


**ANNUAL ANTELOPE ISLAND SPECIAL EVENTS**  
Great Salt Lake Bird Festival – May  
Midnight Bike Ride on Antelope Island June/July  
Balloon Stampede – September  
Buffalo Days – September  
Annual Buffalo Roundup – October  
For more information, visit the events calendar at [www.davisareacvb.com](http://www.davisareacvb.com).



**DAVIS AREA CONVENTION & VISITOR BUREAU**  
748 WEST HERITAGE PARK BLVD.  
SUITE 201  
LAYTON, UT 84041  
1-888-777-9771  
[www.davisareacvb.com](http://www.davisareacvb.com)

**EXPERIENCE ANTELOPE ISLAND**  
IN THE GREAT SALT LAKE  
Davis County, Utah

WILDLIFE SAFARI  
SEA KAYAKING  
ISLAND CRUISES  
HORSEBACK RIDING





**IT'S A BIRD!  
IT'S A PLANE!**



**IT'S A PLASTIC RECTANGLE.**

The Ski Salt Lake Super Pass is the best way to see the best of the Salt Lake area. But if you want to see a different Salt Lake view, visit the best scenic spots. Then the Super Pass is all the more you need.

**THE SKI SALT LAKE SUPER PASS.**  
UNLIMITED RESORTS. UNLIMITED PRICE.

Buy before Dec. 15th and ski your LAST DAY FREE.\*  
**KA-POW!**

**travelocity** partner network **UTAH** OFFICIAL DESTINATION [www.SaltLakeSuperPass.com](http://www.SaltLakeSuperPass.com) ALSO: BREWSTER, LOEWEN, SOLITUDE

**SERVE IT UP AT THE HUNTSMAN WORLD SENIOR GAMES**

October 6-18, 2008  
St. George, Utah

23 Sports  
For Men &  
Women 50 +

Request Information  
800-562-1268  
[hwsg@infowest.com](mailto:hwsg@infowest.com)  
[www.seniorgames.net](http://www.seniorgames.net)

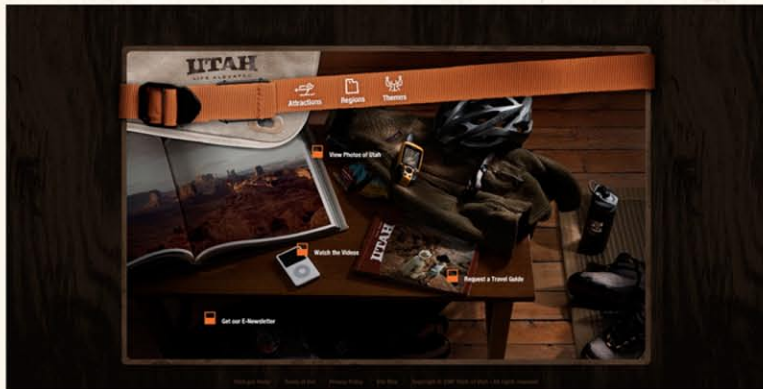
**UTAH** LIFE ELEVATED

**HUNTSMAN WORLD SENIOR GAMES**

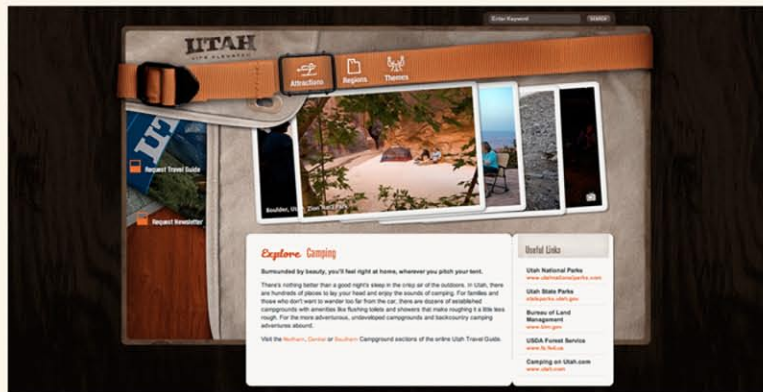


**THE CHALLENGE**

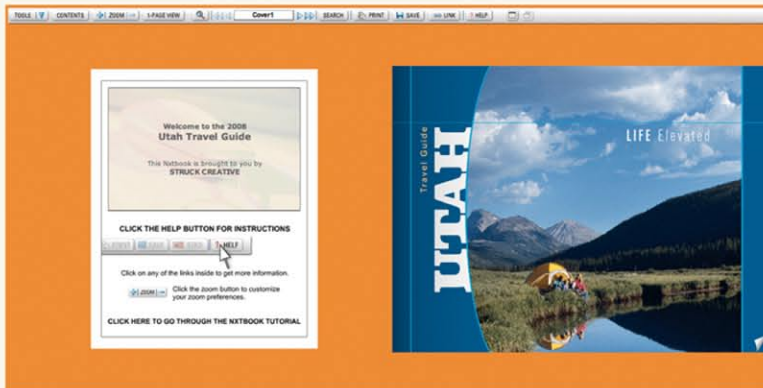
Visit [www.seniorgames.net](http://www.seniorgames.net) to learn more



utah.travel homepage



utah.travel attractions page



Online Utah Travel Guide

## utah.travel

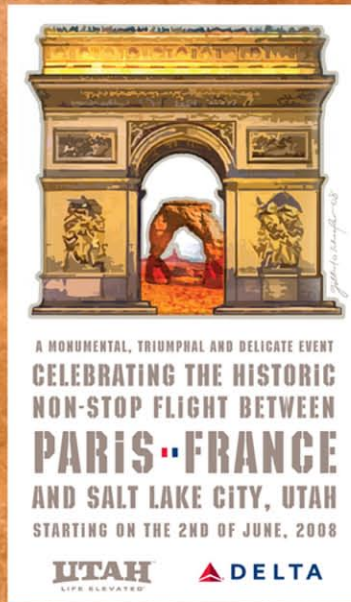
The first version of utah.travel was launched in spring of 2006 as a portal to our consumer website. In March of 2008, the site was expanded and relaunched as a lure piece with added features such as the online Utah Travel Guide, interactive content, and partner links.

This summer, utah.travel will debut the Interactive Experience Planner which will provide the opportunity for visitors to create their own trip folio, and share their itinerary with family and friends.

The number of visitors to utah.travel is up 2.6% over the same time period last year

7,620 Utah Travel Guides have been requested online since the relaunch of utah.travel

The online version of the Utah Travel Guide has been downloaded 3,734 times with 571 visitors linking to our partners' websites



## Delta Promotion

Non-stop service to Paris begins June 2, 2008.

90 second Utah ad on all Delta flights internationally  
Summer product March 2008  
Winter product August - October 2008

Sales mission to Paris March 2008

Delta call center training in London

Outcome: Ongoing editorial and advertorial through-  
out year



## Research

James Buchanan – jbuchanan@utah.gov

### Key Activities:

Acquiring market research studies including ad effectiveness studies, visitor profiles, on-mountain skier/snowboarder surveys, national park visitor surveys, TIA research reports, visitor volume and spending, and other tourism studies.

Gathering and analyzing visitation statistics, tax revenue figures, and indicators of marketing efforts, and providing those statistics to industry partners and the press.

Working with economist in Governor's Office of Planning & Budget (GOPB) to generate traveler spending, employment, and tax revenue figures.

Preparing Governor's Balanced Scorecard report on monthly basis.

### Significant Accomplishments:

Worked with GOPB economists to acquire IMPLAN economic modeling software and create new economic impact model for tourism.

Released 2006 State and County Economic Travel Indicator Profiles.

Wrote Tourism and Recreation chapter for the 2008 Economic Report to the Governor.

Provided ad effectiveness and tax revenue figures for UTIC legislative handout and UOT legislative handout.

Partnered with Ski Utah, Park City Chamber/Bureau, and SLCVB to commission the On-Mountain Skier/Snowboarder Survey.

Used ad effectiveness studies to demonstrate use of taxpayer dollars and assisted UOT and Struck in preparing ad campaigns. Received approval from Board of Tourism Development to implement the Ruf Navigator database system.

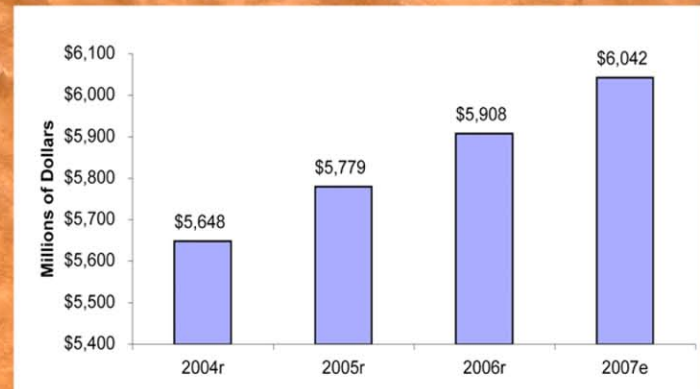
### Upcoming Projects:

Finalize Ruf contract and implement Ruf's system.

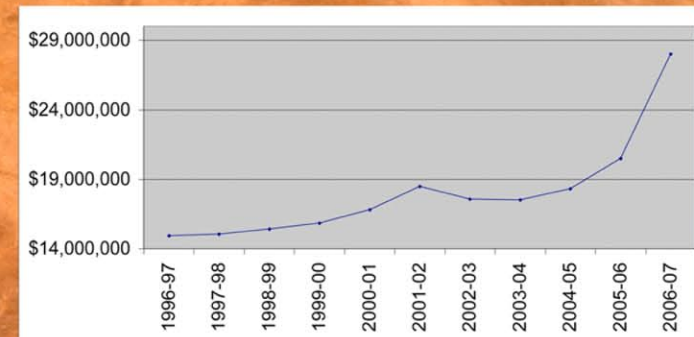
Commission ad effectiveness studies, visitor profiles, and website focus group study.

Prepare 2007 State and County Economic Travel Indicator Profiles Report.

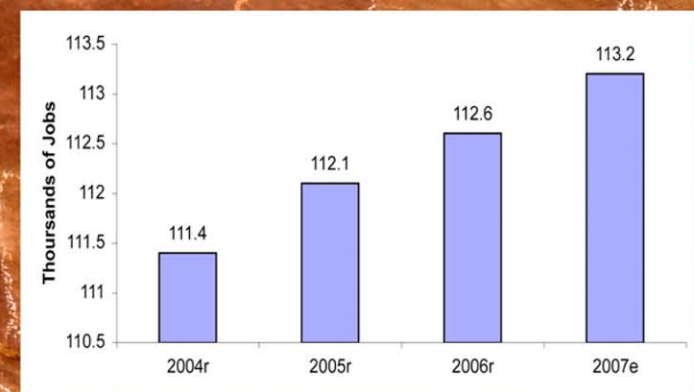
Acquire international visitation data from major credit card company.



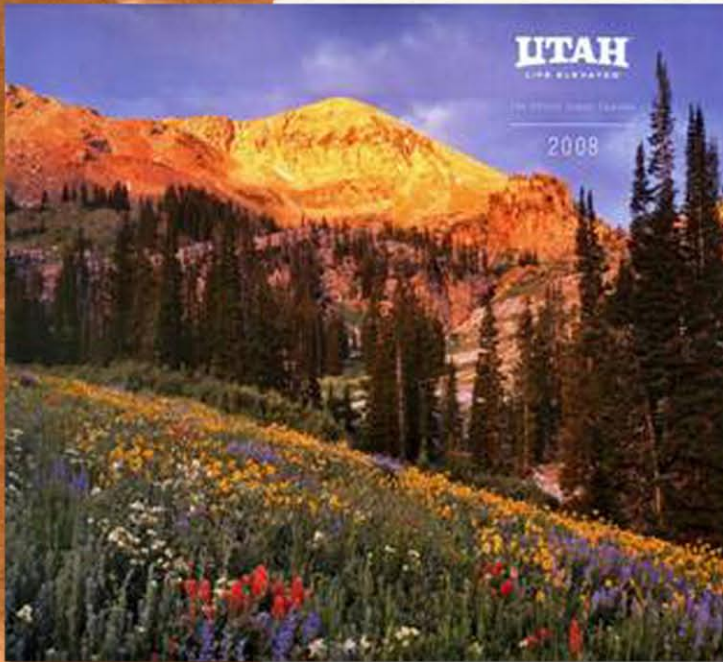
Traveler Spending



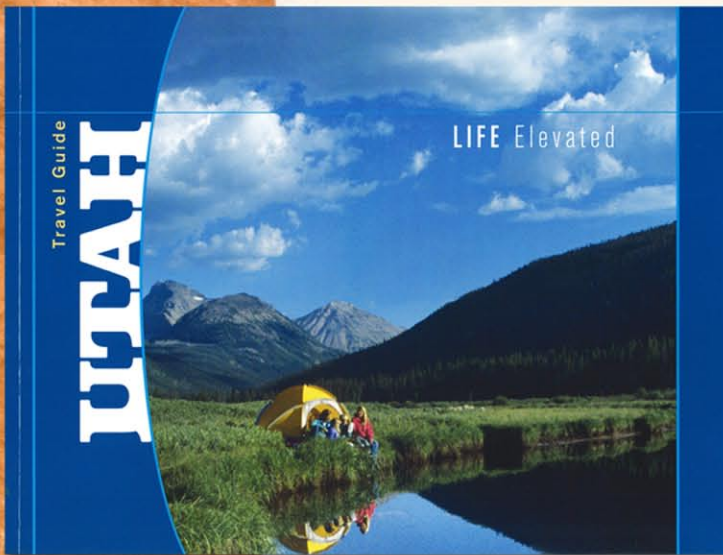
Transient Room Tax Revenue



Travel Related Employment



2008 Scenic Calendar



Utah Travel Guide

## Publications, Collateral, and Communications

**Tracie Cayford** – [traciec@utah.gov](mailto:traciec@utah.gov)

### Publications and Collateral

#### Key Activities:

Update, Edit, and coordinate publication of the expanded award-winning Utah Travel Guide.

Project manager for award-winning 2008 Utah Scenic Calendar

Multi-Language Travel Guides (French, Queen's English, German, Spanish)

Scenic poster series update and distribution

One-sheets revamp: update to look and info

### Communications

#### Key Activities:

Write and distribute news releases to local, regional, and national press. So far this fiscal year, 30 releases have been generated.

Provide outreach to local media and field daily media inquiries.

Manage requests for photos and b-roll.

Write weekly Utah Office of Tourism report for the Governor's Office

Coordinate marketing activities with Governor's Office of Economic Development and Economic Development Corporation of Utah.

Monitor Utah tourism news clippings.

### Upcoming Projects

Coordinate media coverage of Utah Tourism Conference.

Organize Utah booth for International Pow Wow in Las Vegas.

Ongoing coordination of all internal and external communications to industry and media.

Oversee production of 2009 Utah Scenic Calendar.

Issue RFP for Domestic PR program to target travel and business journalists.

Publish Utah Scenic Byways guide.

## Instate Partner Projects:

Utah Tourism Conference

Warren Miller film and reception

Committee seats: Ski Utah Marketing and PR, Canyon Country Partnership, Cultural Heritage Council, SLCVB MPI Steering Committee

Utah Travel Regions adventure consumer shows

Newsletter: instate outreach to 1,200 per month

Travel Information Kiosks at state welcome centers

Welcome to Utah signs: replacing 29 at entry points to the state

Utah delegation to the Go West Summit in Colorado Springs

Coordinated Utah presence at the National Tour Association Convention in Kansas City, including a Utah-hosted dinner for targeted tour operators

Member of the Utah Commemorative Quarter Commission, participating in the First Strike Ceremony and Launch

Organizing Utah booth for International Pow Wow in Las Vegas

Interim St. George Welcome Center opening: due to UDOT's closing of existing at milepost 2

Council Hall Welcome Center update

## Instate Partnering



## Scenic Byways Program:

Met with Byway organizations and other partners throughout FY 07-08 to build up communication and coordination.

America's Byways hosted the first all-state conference call among byway leaders in Utah in early November 2007

Utah awarded \$345,878 in grant December 2007

14 grant requests totaling \$1,122,264 were submitted in January 2008

All seven nationally designated byways submitted grant requests.

State byway coordinator contributed to an advertorial in Conde Nast Traveler

State Scenic Byway Committee members will meet June for future strategic planning

# Travel Trade

Patti Denny – pdenny@utah.gov

## Key Activities:

Manage international/domestic travel trade program. Instigate, design, coordinate and conduct international/domestic travel trade FAM tours.

Design, coordinate and conduct international /domestic press tours.

Initiate, design and implement sales missions to introduce Utah to trade, media and consumers.

Research, analyze and plan calendar of travel trade events to market Utah.

Coordinate booth logistics and represent state at international/domestic trade/consumer events.

Report travel trade and media business leads to statewide tourism partners.

Assist in creation of international collateral (Spanish/German/Queen's English/French/ Chinese).

Oversee targeted Visit USA Committees activities to boost Utah awareness.

Manage German, British, French and Japanese trade/public relations contracts.

Member Salt Lake Tourism Committee.

Board Member Utah Tour Guide Association.

## Upcoming Projects:

Delta Inaugural Flight/Utah Business Sales Mission to Paris

Pre and Post Pow Wow FAM Tours

Pow Wow

Spring and Summer FAM Tours

## Significant Travel Trade Accomplishments:

To date for FY 2008, UOT has conducted 60 FAM Tours for trade and media representatives (249 participants) to experience Utah.

As a result of media visits, UOT has received copies of some 276 articles that represent an approximate media value of \$3,625,255.00.

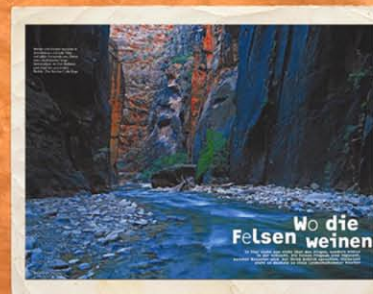
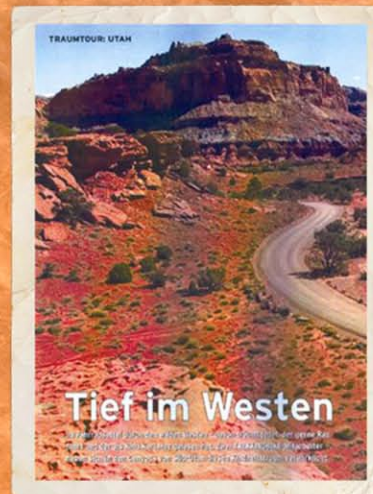
Working with international/domestic tour operators, UOT has developed new published Utah product featuring Top of Utah, winter visitation to national parks, state parks, Native American themes, Scenic Byways, backcountry winter sports options and soft adventure activities. Examples of big name tour operators with new Utah programs include Virgin Ski, Dertour, Jalpack, Destination Poudreuse and Collette Vacations.

For 2008, Utah published ski product in Germany is up 29%. The number of tour operators promoting skiing in Utah increased from 17 companies in 2006 to 22 companies in 2007.

Utah has also seen growth in Germany for published summer product. The number of tour operators promoting summer tour options in Utah increased from 26 companies in 2006 to 33 companies in 2007.

UOT/Grand Circle promotions have resulted in The Nikkei Business Newspaper, Japan's Wall Street Journal equivalent, ranking the Grand Circle as the #1 destination in the USA.

UOT created a buzz at NTA in Kansas City in hosted VIP Tour Operator Barbeque Dinner. Some 30 Utah suppliers received quality one-on-one time with 50 key USA trade professionals. Utah partners raved about event, saying it set a positive tone for NTA.



**FAM and Media Tours**

60 FAM and Media Tours  
276 Qualified Participants  
200 Articles generated in 8 countries

Approximate Media Value \$3.6 million



### United Kingdom Utah Accomplishments:

Conducted Delta Air Lines VIP Tour Operator Fam  
Coordinated UOT UK Sales Mission (21 in-office Utah training sessions/product appointments)  
Led Utah delegation to World Travel Market (26 scheduled appointments plus walk-ins)  
Created distribution plan for Queen's English Travel Guide  
Designed and edited E-Newsletter distributed to 500 key media and trade contacts  
Executed Ski Media Fam (SUNDAY EXPRESS \$360,539 /MANCHESTER EVENING NEWS \$50,732)

### German Utah Accomplishments:

Led Utah delegation to ITB (89 appointments scheduled/walk-ins).  
Conducted VIP Ski Tour Operator Fam. Complimentary air provided by American Airlines.  
Designed and escorted Media Tour. Complimentary air provided by United Airlines.  
Created E-Newsletter distributed to 1,500 trade and consumer contacts.  
Initiated tour operator promotions to promote winter visitation to national parks, ski, Utah hidden secrets, etc.  
Oversaw distribution plan for 35,000 Utah German Travel Guides.

### French Utah Accomplishments:

Coordinated UOT Spring Paris Sales Mission to promote Delta Paris/SLC nonstop flight.  
Oversaw distribution of 3,000 Utah French Travel Guides through various partnerships - Grenoble Olympic Games Exhibition, Lyon's USA Consulate Exhibition, Delta Air Lines and Tour Operators.  
Assisted with Utah Buffalo Grill Restaurant promotion. Some 300 restaurants throughout France, Belgium, Switzerland and Luxemburg will broadcast Utah video images during the month of June.  
Facilitating special newspaper features - LE MONDE (Utah national parks) and LE FIGARO (Top places to visit in a lifetime.)

### Japanese Utah Accomplishments:

Convinced JATA (Japan's TIA) to designate Salt Lake City as 'the most ideal Fly & Drive Gateway in the USA.' JATA is stressing Fly & Drive options to increase Japanese visitation to USA.  
Created Internet game using Fly & Drive as the theme to education travelers on region.  
Worked with Japalp, Japan Airlines subsidiary, to target Grand Circle region as area for tour development.  
Led 24-member Japalp photography group to Utah March 2008.  
Conducted 54 destination development seminars to educate Japanese travel professionals/consumers.

## International Target Markets -

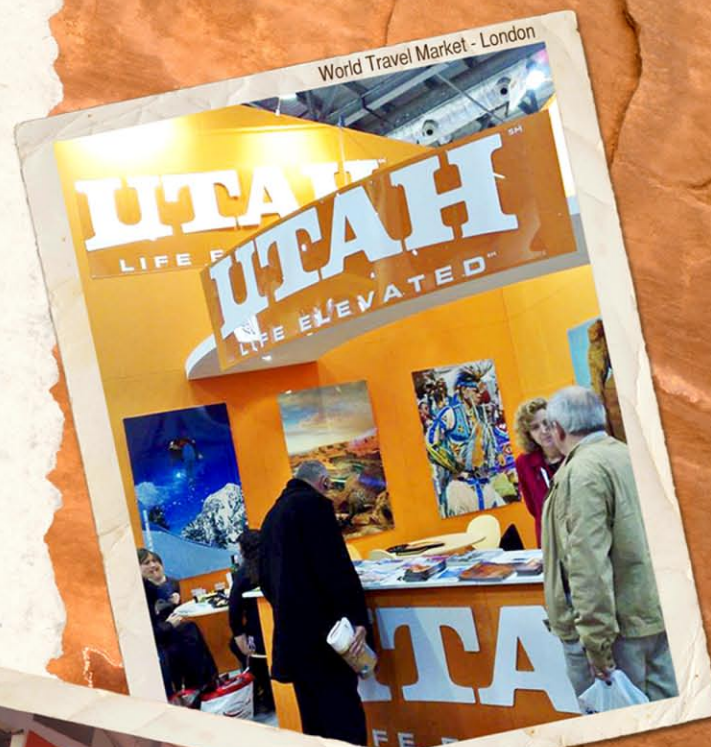
The Utah Office of Tourism has aligned its international marketing efforts with those countries that the Department of Commerce has listed as generating the most tourists inbound to the U.S: Canada, Mexico, United Kingdom, Japan, Germany and France. Currently UOT has international contracts with promotion and public relations companies in the U.K., Japan, Germany and France. In Canada and Mexico, UOT has partnered with instate entities to promote the Utah product, as well as our sister agency, International Trade. UOT has also targeted China for its emerging market of the future, as well as Brazil for a new market for UOT expansion. With the low exchange rate of the American dollar, UOT will continue programs to capture a greater share of the international market.

### Trade Shows Attended:

Go West Summit - International  
ITB - Berlin  
World Travel Market - London  
CITM - China  
NTA - US  
Pow Wow - International  
Top Resa - France  
UTRA Consumer Shows - US  
Addison Travel Shows - Canada  
JATA - Japan

### Upcoming:

Utah Tourism Conference  
International Pow Wow  
Paris Business Trade Mission  
Sunset Celebration Weekend



## UOT Administration

### Key Activities:

Oversee office operations, including personnel for UOT and Film, corresponding human resource needs, equipment, IT, and related state policies and procedures. Create annual operations budgets for UOT operations (and monitor Film) and TMPF budget for submission to GOED/Governor's Budget Office, including supplements, building blocks and related legislation. Monitor budget and tourism marketing performance fund through the legislative process.

Monitor and adjust monthly budgets related to UOT programs. Monitor and approve Film budgets, travel authorizations, personnel needs and operations needs and other related Film requests.

Present reports on UOT activities, ad effectiveness and marketing efforts to Governor's Office, GOED Board, Legislative Interim Committees, Legislative Subcommittees, and other legislative or executive branch entities as requested, as well as presenting monthly reporting at other requested meetings to the UOT Board.

Present UOT activities, ad campaigns and other UOT activities with partners around the state to travel councils, chambers of commerce, CVBs, County Commissions, Utah League of Cities and Towns, Tourism Industry Organizations and other community organizations as requested.

Prepare agendas for board meetings and oversee arrangements for statewide board meetings and committee meetings.

Articulate the state brand and interface with media requests relating to UOT promotion and marketing efforts, special activities, "Visit Utah First" KSL summer radio program, Summer Promotion broadcast and other related media activities.

Manage and oversee Research, Operations and Fulfillment, Travel Trade and Media and Communications Programs.

Manage and oversee Tourism Marketing Performance Funding, Creative campaigns and execution as well as corresponding budgets. Provide management and oversight of Cooperative Marketing Program.

Working with UTIC, plan and execute the annual tourism industry conference.

Working with UTIC, plan and execute the annual tourism industry efforts at the Travel Leadership Summit in Washington D.C.

Manage and oversee all program contracts for advertising agency, trade representatives, research, tourism industry and other organizations.

### Key Accomplishments:

Effective and expanding research for advertising campaign.

Effective advertising campaign for non-winter and winter markets.

Successful Paris Sales mission and Delta Flight activation program, as well as 90 second commercial placement on all Delta flights. Utilization of Delta flight monies to promote Utah to French markets.

New multi language collateral one sheeters and travel planners.

Expanded travel and trade program, expanding existing markets and introduce new markets.

Expanded visual and photo assets for promotion and press responses.

Continued appropriation for Tourism Marketing Performance Funding.

Expanding consumer website creating dynamic portal to Utah for potential visitors.

### Future Projects:

Continue to increase advertising effectiveness and reach.

Complete Utah promotion with Delta Air Lines, including SLC-Paris inaugural flight activities.

Create effective domestic media and PR.

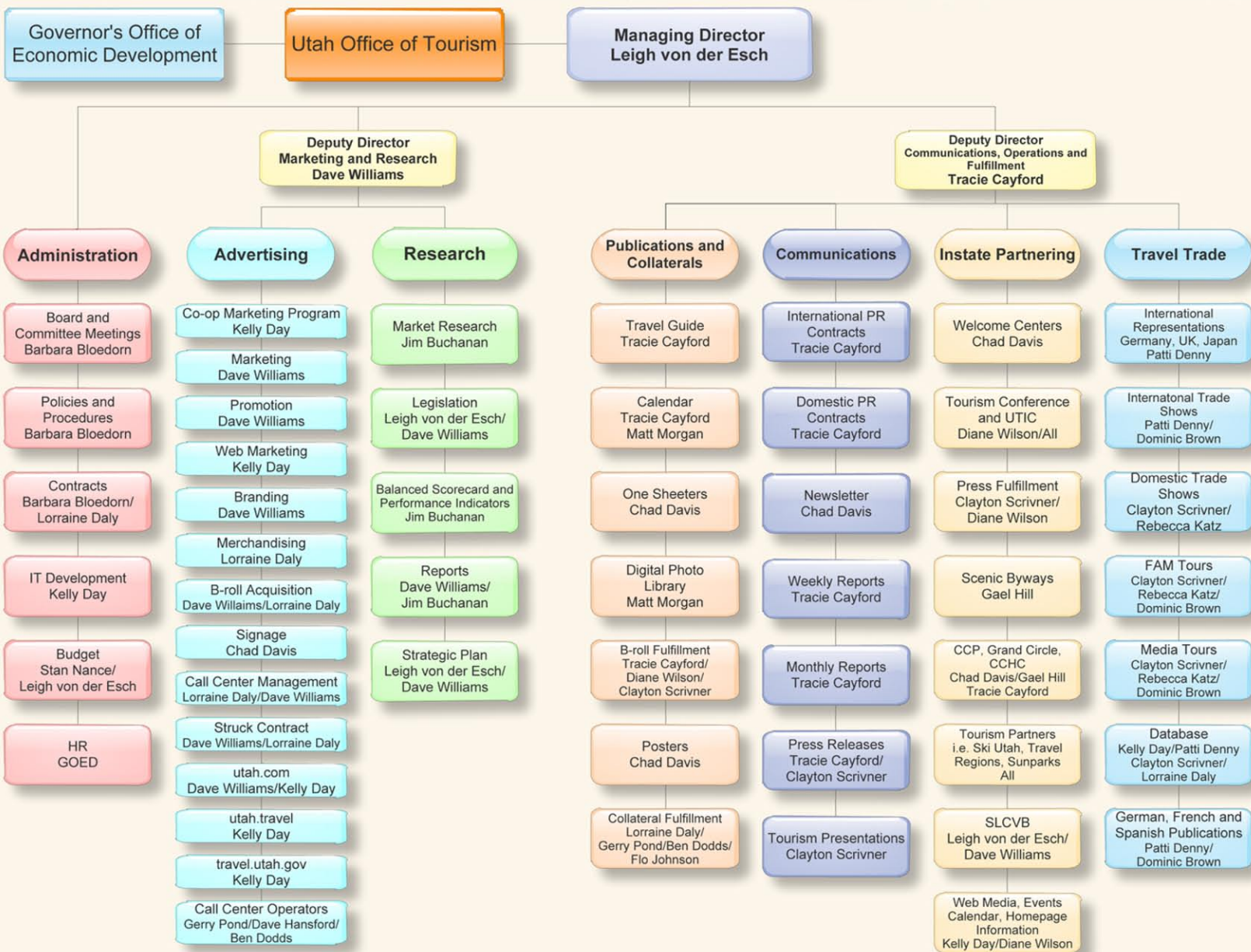
Create and launch experience planner on consumer website.

Launch redesign of government website.

Planning Western States Tourism Public Lands Conference - 12/2008.

Utah State Capitol Rotunda





## Your Partners in Tourism

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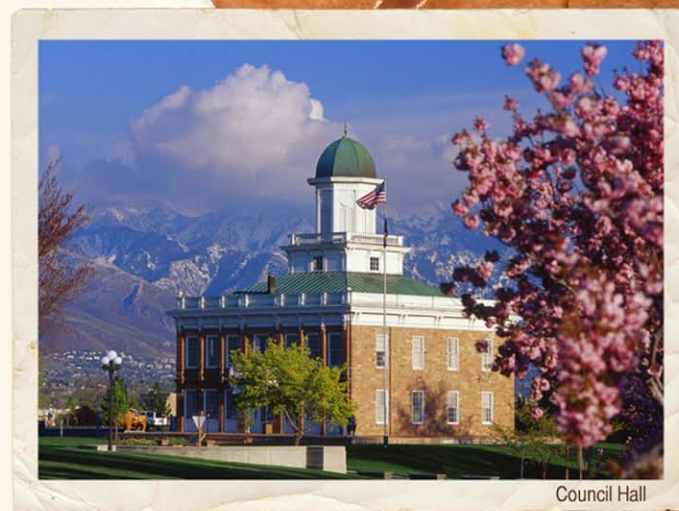
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Please contact us if we may be of assistance!

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**OFFICE OF TOURISM**



Council Hall

# Outcome

\$6 billion industry

20 million visitors



Antelope Island, Great Salt Lake

Utah Office of Tourism would like to thank the following individuals and organizations for their continued leadership and support:

Governor Jon Huntsman

Jason Perry, Executive Director, GOED

President John Valentine and the Utah Senate

Senator Carlene Walker

Senator Scott Jenkins

Senator Peter Knudson

Speaker Greg Curtis and the Utah House of Representatives

Chairman Kim McClelland and the Utah Board of Travel Development

Nan Anderson, Utah Tourism Industry Coalition

Nathan Rafferty and Ski Utah

Des Barker

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Utah's CVBs, Statewide Travel Councils, and Chambers of Commerce, and our partners in the private sector of the Tourism Industry